

# ARIZONA

**THE GRAND CANYON STATE**

**OFFICIAL STATE VISITOR'S GUIDE**

## UNEXPECTED ARIZONA

**FIND BEACHES, SNOW,  
FALL FOLIAGE AND MORE**

## ARIZONA'S CUISINE SCENE

### 2018 MEDIA KIT

2018 visitor marketing brought to you  
by Arizona Office of Tourism and  
Madden Media

- » Arizona Official State Visitor's Guide
- » Arizona Official State Visitor's Map
- » Official AOT Consumer eNewsletters

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# PRINT

# THE #1 MOST CREDIBLE MEDIUM

## 2018 ARIZONA OFFICIAL STATE VISITOR'S GUIDE



iPad app includes all *Arizona Official State Visitor's Guide* full page advertisers at no additional charge.

- Free hyperlinks in the digital edition on VisitArizona.com to your website
- eBook exposure for 12 months on VacationFun.com, which ranks in the top 5% of all U.S. travel sites (HITWISE)



AOT's official inquiry fulfillment pieces are sent to travelers planning Arizona vacations and are also widely available upon arrival at visitor's centers across the State. The digital edition on VisitArizona.com offers you even more visibility.

The guide's award-winning magazine format addresses the needs of modern readers, who increasingly look to print for inspiration rather than reference material.

### CIRCULATION: 450,000

- 60% AZ Visitor Centers/CVBs, Tucson and Phoenix Airports
- 21% Direct mailings to consumers by request
- 14% Travel shows, direct mailing, & international distribution
- 5% Events & sponsorships

**LISTING INCLUDES:** business name, city or region, toll-free number, local number, street address & web address

**LISTINGS MATERIALS DUE:** 9/13/17

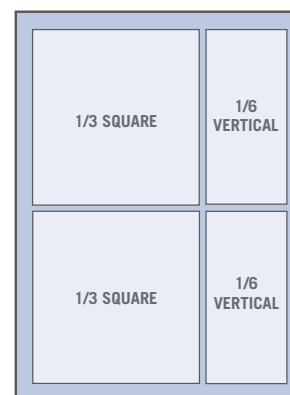
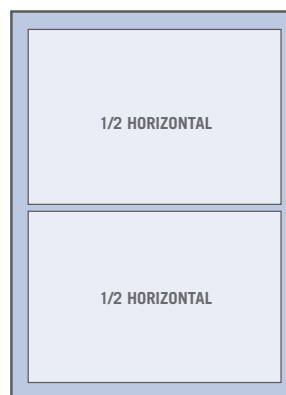
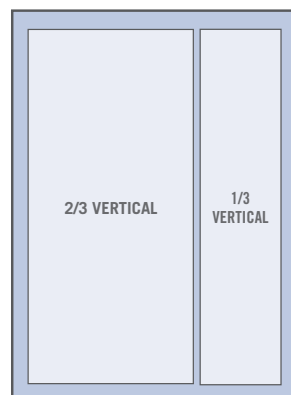
**AD MATERIALS DUE:** 9/13/17

**DIGITAL READY ADS MATERIALS DUE:** 9/22/2017

SIZE	GROSS
Premium Positions	\$21,995
Full page	\$18,900
2/3 page	\$13,900
1/2 page (horizontal)	\$10,400
1/3 page	\$7,090
1/6 page (vertical)*	\$4,775
SIZE	NET
Listing	\$425
Additional Listing	\$150

\*Limited availability.

15% discount off gross available to qualifying agencies. Add 15% for premium positions. One free listing with display ad purchase.



## 2018 ARIZONA OFFICIAL STATE VISITOR'S MAP

The Official State Visitor's Map is the **constant companion of travelers** who request it from AOT or pick it up at an Arizona visitor center or CVB.

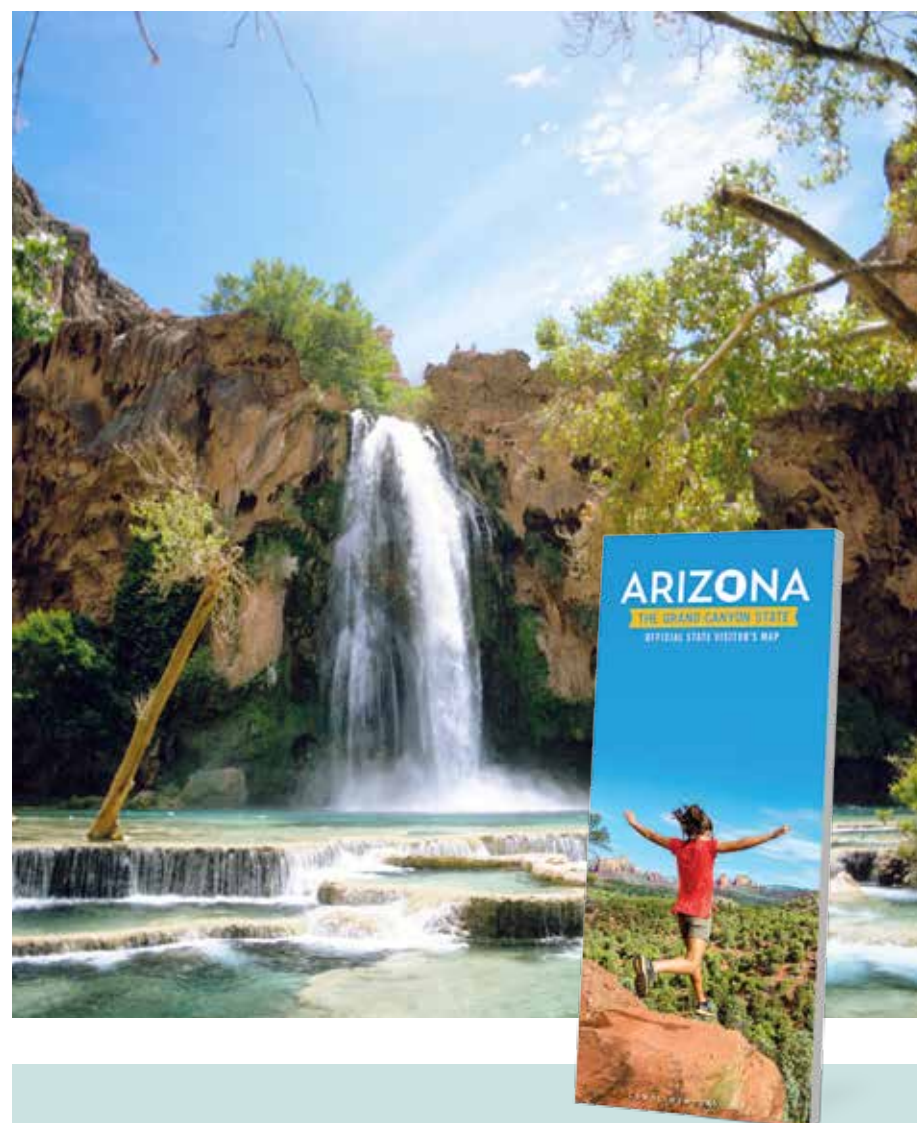
### CIRCULATION: 500,000

50% AZ Visitor Centers/CVBs

29% Travel shows, direct mailing & international distribution

19% Direct mailings to consumers by request

3% Events & sponsorships



SIZE	GROSS
Panel	\$14,975
1/2 Panel*	\$8,490
SIZE	NET
Listing**	\$635

\*Limited availability, interior only

\*\*Available for Travel Services only

**LISTING INCLUDES:** business name, city or region, toll-free number, local number, street address & web address

**LISTINGS MATERIALS DUE:** 9/13/17

**AD MATERIALS DUE:** 9/13/17

**DIGITAL READY ADS MATERIALS DUE:** 9/22/2017



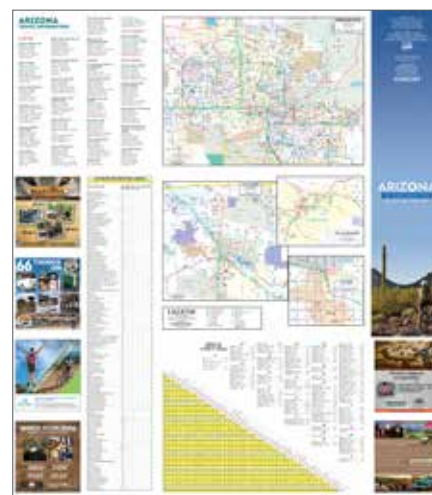
LISTING



1/2 PANEL



FULL PANEL



2017 MAP INTERIOR



# ONLINE IMMEDIATE IMPACT

## CONSUMER eNEWSLETTERS

eNEWSLETTER TYPE	TIMING	THEME
Monthly	October 2017	The Great Outdoors
Monthly	November 2017	Arizona Shines
Monthly	December 2017	Cheers!
Monthly	January 2018	Hooray for Spring (Training)
Monthly	February 2018	Small-Town Arizona
Monthly	March 2018	Arizona Gets Creative
Monthly	April 2018	Night on the Town
Monthly	May 2018	Cowboy Up
Monthly	June 2018	Kidding Around
Monthly	July 2018	Arizona Food: From the Ground Up
Specialty Issue*	December 2017	Relax & Recharge
Special Issue	April 2018	Culinary Arizona
Specialty Issue*	June 2018	Summer Deals
Special Edition	September 2018	Arizona Cares

Monthly and Special Edition Rates: sent to 295,000 travelers

	NET RATES PER MONTH	COST PER THOUSAND
Feature Sponsor*	\$2,625	\$8.90
Offers	\$525	\$1.78

Specialty eNewsletter Rates:

	DECEMBER: RELAX AND RECHARGE (45,000 TRAVELERS)	JUNE: SUMMER SPECIALS (30,000 TRAVELERS)
Feature Sponsor*	\$1,160	\$900
Offers	\$160	\$105

Ad close is approximately 4-6 weeks prior to email blast. Space is limited. Each email is sent around mid-month (Subject to change by AOT).

\*Exclusively for Destination Marketing Organizations

BANNER AD

FEATURE SPONSOR

OFFERS



## CONTACT

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connecting people to places

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